

WHAT IS CLAIMED IS:

1. A postal mailer comprising:
  - a) a post card providing a panel having front and back surfaces each having left top, right top, left bottom, right bottom and central sections;
  - b) said post card having calling card stiffness;
  - c) said front surface right top section including a postage positioning area;
  - d) said front surface left top section including front return address indicia;
  - e) said front surface central, left bottom and right bottom sections including a forwarding address area;
  - f) said front surface left top section and said back surface right top section being a detachable calling card; and
  - g) said back surface left top, left bottom, right bottom and central sections having map indicia designating the general area and specific location of said front return address indicia.
2. A postal mailer as in Claim 1, and wherein:
  - a) said front surface left top section includes communication indicia;
  - b) said communication indicia includes phone and fax indicia.

3. A postal mailer as in Claim 1, and wherein:

- said detachable calling card includes perforation detaching means.

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4. A postal mailer as in Claim 1, and wherein:

- said map indicia includes public transportation facilities nearest the specific return address location said of said return address indicia.

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5. A postal mailer as in Claim 4, and wherein:

- said map indicia specific location of said return address is of a different color from the rest of said map indicia.

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6. A postal mailer as in Claim 1, and wherein:

- said post card is a bi-fold including a second panel.

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7. A postal mailer as in Claim 6, and wherein:

- said second panel in dimension corresponds and overlaps said first mentioned panel.

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8. A postal mailer as in Claim 7, and wherein:

- said second panel has front and back surfaces; and

b) said front surface of said second panel includes a portion of said map indicia extending from said first mentioned panel.

5 9. A postal mailer as in Claim 8, and wherein:

- a) said back surface right top section includes return address indicia.

10. A postal mailer as in Claim 9, and including:

a) means for separating said second panel from said first mentioned panel.

11. A postal mailer as in Claim 10, and including:

a) means for securing said bi-fold from opening.

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12. A postal mailer as in Claim 10, and wherein:

a) said means for separating said second panel from said first mentioned panel includes perforations.

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13. A postal mailer as in Claim 1 and wherein:

a) said front surface left top section and said back surface right top section includes perforation on two sides only for removing said detachable calling card from said postal mailer.

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14. A postal mailer as in Claim 1, and wherein:

a) said back surface right top section includes return address and communication indicia.

5 15. A postal mailer as in Claim 2, and wherein:

a) said back surface return address and communication indicia includes first and second languages.

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